

Tobacco Industry Direct to Consumer Advertising

Vermont in Context

- Tobacco companies spent **\$1.2 million** to send **2.5 million direct mail ads** in Vermont
- **Per capita spending** on direct mail in Vermont is **\$1.92**, more than **5x** the median per capita spending in the **U.S. as a whole (\$0.36)**
- Vermont has **.19%** of the U.S. population but is targeted by **.72%** of direct mail spending, more than **370%** of how much spending would be expected based on population alone (all else being equal)
- Vermont is second to Mississippi in disproportionate targeting via direct mail.

rank	State	Population %	Smoking %	% National volume	% National Spend	Ratio actual volume/expected volume based on population	Per capita spending
1	Mississippi	0.90%	20.4	7.16%	6.95%	797.58%	\$3.88
2	Vermont	0.19%	15.1	0.70%	0.72%	370.81%	\$1.92
3	Pennsylvania	3.86%	17.3	13.26%	12.87%	343.25%	\$1.67
4	Arkansas	0.91%	20.2	2.04%	1.91%	223.76%	\$1.05
5	Kentucky	1.35%	23.6	2.73%	2.79%	202.73%	\$1.04
7	Delaware	0.29%	15.9	0.59%	0.55%	202.41%	\$0.93
8	New Hampshire	0.41%	15.9	0.71%	0.75%	172.85%	\$0.91
12	Maine	0.41%	17.6	0.84%	0.68%	206.64%	\$0.84
36	Connecticut	1.08%	12.1	0.43%	0.44%	40.13%	\$0.21
38	Rhode Island	0.32%	13.3	0.14%	0.13%	43.39%	\$0.20
46	New York	5.87%	12.7	0.47%	0.46%	7.99%	\$0.04
47	New Jersey	2.68%	11.3	0.12%	0.16%	4.48%	\$0.03
48	Massachusetts	2.08%	12	0.11%	0.09%	5.38%	\$0.02

Rank based on Ratio column. % higher than 100 indicates more than expected spending, less than 100% means less than expected spending. Top 5 and NE region are shown.